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Template Business Plan

Business Details

Business name:

Owner(s) name:

Business contact details:

Executive Summary

You may wish to complete this part last - after you have prepared your business plan

Aim/purpose of business

Description

Overview of finances

Why

You

Why do you want to start your business?

Previous relevant experience:

Relevant knowledge, skills, qualifications:

Training etc you need to get:

Why

Others

Why is your product/service needed?

How do you know this (what research have you done)?

Who are your competitors? What are their strengths/weaknesses?

Describe your 'USP' (unique selling point)

What

Describe your product/service.

What does it aim to do/provide?

What are its key parts?

What raw materials will it use?

Where will you be selling it?

(Include any drawings, plans, models etc)

What plans have you for growing the business (eg new products/services to be introduced later)?

Describe your market

Who will your customer be?

Where are they located?

Describe any market research you have done (surveys, trial products etc)

Describe how you will ensure your business acts responsibly

Social – eg will it make people healthier, use ethical materials?

Environmental – eg will you minimise waste, use green energy, use sustainable materials?

Economic – eg will it create local jobs, use local suppliers?

How

Selling

Describe how you plan to promote your business

How/where will you advertise?

How will you use social media?

Will you use a website?

Describe how you will sell your product/service

Will you deal with customers face to face?

Will you sell through a website?

Will you use a third party eg supply a shop with your product?

How soon will you be able to trade (time from start up to first sales)?

How

Operating

Where will you operate from? What premises will you use?

Describe any equipment you will use/require

Describe your raw materials and who will supply these

What transport requirements will you have/how will you meet these?

During what hours/days will you operate/trade?

Describe any regulations which will apply to your operation/product/service

What action will you need to take to meet these (eg arrange inspection, train staff etc)

How

Finance

Use the following to help you work out costs and profit for your business:

Costs

Costs	
Item	£
<i>Eg Loan repayment</i>	
<i>Materials</i>	
<i>Equipment</i>	
<i>Rent</i>	
<i>Electricity</i>	
<i>Transport</i>	
<i>Advertising</i>	
<i>Wages</i>	
Total	£0.00

Cost per unit

For the cost of making each product or providing each hour of service, divide the total costs (above) by the number products you will make or number of hours you will work:

Product: total costs/number of products that can be made = £0.00

Service: total costs/number of hours of work = £0.00

Pricing/Profit

Set your sale price above the cost per unit. Consider how this compares with your competitors.

A. Sale price per unit	
B. Cost per unit	
C. Profit per unit (A – B)	£0.00
Profit margin $([C \div A] \times 100)$	00%

Consider how your profits will be used – to reinvest/develop the business, donate to a charity etc?

